

FROM THE DESK OF THE CEO (38/11)

Justin Chadwick (30 September 2011)

QUOTE OF THE WEEK "When man is wrapped up in himself he makes a pretty small package." -John Ruskin, author, art critic, and social reformer (1819-1900)

LAUNCH OF FRUIT SOUTH AFRICA (FSA) ETHICAL TRADE PROGRAM

Earlier this year all fruit growers in South Africa were supplied with an Ethical Trade handbook – a comprehensive guide to the ethical production of fruit in southern Africa. The distribution of this book forms part of a wider ethical trading initiative.

You are cordially invited to attend the launch of the Fruit South Africa ethical trade program; Date: **5th October 2011**
Venue: Garden Court Hotel, OR Tambo Airport, Johannesburg (the hotel will offer a special rate of R902.00 B & B for people wanting accommodation (normal Corporate Rate R1199.00 B & B)). There is easy access to and from OR Tambo airport; Time: **8h45 – 13h00** (lunch will be available); RSVP: Please respond to Elmarie@ifmza.com; There is no cost for attending the event.

SOUTH AFRICA – RUSSIA INTERGOVERNMENTAL TRADE AND ECONOMIC COMMITTEE (ITEC)

Yesterday the ITEC plenary met to discuss progress with stimulating trade between South Africa and Russia. The Chairs of the Committee reaffirmed the goal of ITEC to grow bilateral trade to US\$ 1 billion. At present trade figures indicate that bilateral trade is in the order of US\$ 500 million. In 2009 South African exports accounted for R1.5 billion (under US\$ 200 million); of which fruit exports accounted for 50% (and citrus 35%). Therefore it was surprising that the ITEC plenary had only one representative from the fruit industry at the meeting; and fruit was not mentioned by any of the nine committees of ITEC. I would have thought that this body would have investigated how those who are presently successful in Russia are making it work, what can be done to build on this success, and how others can learn how to do business from those who are doing business in Russia. What exactly are the other 200 delegates at the ITEC doing in terms of real trade flows?

There are many actions that can be taken to grow the fruit industries US\$ 100 million exports to Russia. Probably the most important would be some form of export or credit guarantee – which would encourage more to enter and grow this market. In addition, investment in cold stores at St Petersburg would mean more options and better servicing of the Russian market (and markets further afield in Eastern Europe). Information exchange is also important in creating certainty in the Russian market. Better stock figures, import volumes, sales and price information will assist in making better informed decisions.

PEST PROGRAM DVD

All growers in southern Africa will receive in the next week a set of DVD's covering different aspects of pest management which was developed by the Citrus Academy. The set will consist of two DVDs – one with the monitoring module and another with an introduction to IPM module, a pre-harvest blemish analysis module and a module on interpreting monitoring results. There will also be a CD with printable learning aids. CGA and its member growers are committed to the sustainable production of citrus products.

DIARISE 3 NOVEMBER FOR FINAL CMF OF 2011

The final CMF meeting will be held on 3 November at Olive Grove, ARC Infruitec, Stellenbosch. Please diarise this date as we look back at 2011 and plan forward for 2012. Feedback will be supplied regarding the quality workshops (held on 7 September), DAFF Coordinating Meeting (held on 8 September), CBS risk management systems and all other aspects regarding exports of citrus. PPECB will supply an update on the EDIN project. If there is anything else that you would like to add to the agenda please let me know.

PACKED AND SHIPPED

Packing of Valencia's in the Eastern Cape is in full swing, and with the good, clean fruit of preferred sizes the Valencia Focus Group heard that the estimate for that region has increased. The prediction is now tending closer to the original estimate. The packed figure is now almost the same as the 2009 packed figure to week 38. With better market conditions in most markets, Valencia growers are looking forward to a good close to the season.

To Week 38 Million 15 Kg Cartons	Packed	Packed	Packed	Shipped	Shipped	Original Estimate	Latest Prediction	Final Packed	Final Shipped
SOURCE: PPECB	2009	2010	2011	2010	2011	2011	2011	2010	2010
Grapefruit	14 m	12.5 m	16.2 m	12.5 m	16.2 m	14.7m	16.2 m	12.5m	12.2m
Soft Citrus	6.8 m	7.5 m	6.9 m	7.2 m	6.9 m	7.9m	7.3 m	7.5m	7.1m
Lemons	8.4 m	9.6 m	10.6 m	8.3 m	10 m	9.8m	10.6 m	9.6m	9.4m
Navels	19.4 m	22.9 m	20.7 m	60.9 m	56.5 m	19.4m	20.7 m	22.9m	22.6m
Valencia	36.1 m	43.4 m	36.9 m			42.9m	41.1 m	46.5m	45.9m
	84.7 m	95.9 m	91.2 m	88.9 m	89.6 m	94.7m	95.9 m	99m	97.2m

* Please note 2011 shipped figures for oranges are for ALL oranges – PPECB unable to supply reliable shipped figures.

**GROWERS LEVIES ARE USED TO FUND CGA, CRI AND CITRUS ACADEMY ACTIVITIES.
ENSURING A GLOBALLY COMPETITIVE SOUTHERN AFRICAN CITRUS INDUSTRY**